

HELEN IMAGINS: DEVELOPING HER MARKETING STRATEGY

JOB POSTING:

Editorial Intern
Canadian Art magazine

Position Description

Interns are involved in many aspects of the production of Toronto Magazine. They receive practical experience in the use of publishing software and participate in research, fact-checking, shadow-editing, story conferences and post-mortems. The intern works closely with our Culture Editor and is encouraged to generate ideas for the magazine. Interns will have the opportunity to write for the print and/or online issue of Toronto Magazine. Applicants must be willing to work on a full-time, stipend basis for four months.

Qualifications

Interns should have excellent oral and written communication skills, ability to develop strong interpersonal relationships to get the story, be extremely creative, highly organized and fanatically attentive to detail. A voracious appetite for city affairs is essential.

ORGANIZATION INFORMATION:

Canadian Art is Canada's most widely read art magazine, released quarterly since Fall 1984. Published by a not-for-profit charitable foundation, Canadian Art features our nation's top writers exploring the artists and exhibitions that shape our contemporary scene. As a national not-for-profit, their mandate is to inform and advocate for the visual arts. They do this through thought-provoking coverage and programming that examines artists and their works as well as visual art's impact on contemporary culture.

**CREATING
 HER MATCH:
 Helen
 extracts 3-5
 key skills that
 the employer
 seeks**

Skills & Experiences Sought by Employer	Helen's Experiences
Oral and written communication skills	<ul style="list-style-type: none"> - University studies (English major) and writing courses - Experience interviewing students, artists and faculty for Medium - Strong sales skills, placed on Top Three List - 1.5 years of writing for Medium
Interpersonal	<ul style="list-style-type: none"> - Negotiating interviews - Liaising with other staff for story coverage - Part-time Associate at Urban Planet
Creativity	<ul style="list-style-type: none"> - Can use Medium website to demonstrate different methods used to convey information
Highly organized and attentive to detail	<ul style="list-style-type: none"> - Accuracy in articles; checking other's work - Research project required strong attention to detail; commended by supervisor on this skill
Voracious appetite for city affairs	<ul style="list-style-type: none"> - Experience with MP provided exposure to and developed interest in local politics